

COU-002
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BOX AF

collecting device information from a device of a client system without obtaining information sufficient to specifically identify the user;

*B1
Cont'd*
associating a device ID with the device information at a main server system;

selecting said coupon according to the device ID to thereby identify the coupon appropriate for said user based on the device information; and,

transmitting the selected coupon from the main server system to the client system.

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6 4. (amended) The method of claim 3 further including the step of:

generating a printed version of one of the transmitted coupon at the remote client system.

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11 9. (amended) The method of claim 3 wherein the remote client system operates in accordance with an operating system characterized by a graphical user interface (GUI), said method further including the steps of:

displaying an icon visible to the user in a first display state; and,

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could

displaying the icon in a second display state different from the first display state when a new coupon is available for the user.

13 11. (amended) The method of claim 3 wherein said transmitting step includes the substeps of:

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encrypting coupon data corresponding to the selected coupon at the server system in accordance with a server system encryption strategy; and,

sending the server-encrypted coupon data to the client system.

15 13. (amended) The method of claim 12 further including the steps of:

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decrypting the doubly-encrypted coupon data at the client system; and,

generating a printed version of one of the selected coupon at the remote client system.

21 22. (amended) The method of claim 24 further including the steps of:

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collecting device information from a device on a network; associating a device ID with the device information;
